

## INTRODUCING DURING the Sale of Appreciation

The Famous VENIDA HAIR NETS in both cap and fringe shapes. Extra Special. All colors, each ..... 10c

# H.E. SCHARFF Newman's A Shop for Ladies

207-209 West Second Street

The Drop in Prices for  
Which Many Have Waited  
is Now in  
Effect at NEWMAN'S

## the Sale of Appreciation

BEGINS FRIDAY MORNING, OCTOBER 29th AT 8:30 O'Clock

### The Reason for "The Sale of Appreciation"---

Twenty months ago this Newman store changed hands—it was taken over from the Newman estate by H. E. Scharff, who had managed the store since it was opened in 1911.

Since Mr Scharff has acquired this store its patronage has increased in a most liberal manner.

As a token of appreciation and to say "Thank You" to the tri-city public for their patronage we will hold this "Sale of Appreciation."

This event has a special significance at this time, when all minds are turned to the important problem of the high cost of living. This sale affords tri-city women the chance to profit by record reductions, while choosing from a comprehensive stock of Suits, Coats, Dresses, Blouses, Sweaters, Furs, Fur Coats and Petticoats. The prices quoted on this page are guaranteed correct in every detail. Truth in advertising has been a big factor in our success.

We Say Without Reserve that THIS IS the GREATEST of all MERCHANDISE EVENTS in Our History

If You Have Longed for a Fur Coat Here  
Is Your Opportunity to Secure It

## Many of Our Finest Fur Coats

At Practically Pre-War Prices

In Three Lots as  
Follows



Lot No. 1—  
Containing fur  
coats of—

Natural Seal  
30 in. length.  
French Seal, 30  
inch length.

Pony Skin,  
Raccoon Col-  
lar.

Civet Cat—30  
inch length.

Taupe Marmot  
—36 in length.  
Sealine Aus-  
tralian Oppos-  
sum collar.

SALE  
PRICE

**\$165**

Hudson Seal with Beaver collar  
and cuffs.  
French Seal Wrap, 42-in. long.  
Squirrel cape collar.  
French Seal Dolman. Squirrel  
collar and cuffs.

Sale Price

**\$495**

Hudson Seal Martin collar, cuffs  
and border.  
Hudson Seal, Squirrel Coat, 36  
inch length.  
Siberian Squirrel Coat, 36 inch  
length.

Sale Price

**\$595**

A Deposit Secures Your Purchase

Your Unrestricted Choice of Any  
Fur Scarf, Choker, Cape, Muff  
or Set

(Children's Furs Excepted)  
Appreciation Sale Price 10% and 20% OFF

All Wool Sweaters \$4.98  
Newest "tie-back" Sweaters in navy blue, black  
and brown. Exceptional values..... \$4.98

Navy or Flesh Camisoles \$1.00  
Plain and embroidered styles in neat  
camisoles. Exceptional values..... \$1.00

You Will Acknowledge That These Are the

## Greatest Coat Values

Ever Offered in the Tri-Cities

\$110.00, \$125.00, \$130.00  
\$135.00 Coats

Appreciation Sale Price

**\$89.75**



### MATERIALS

Vel de Cygne  
Orlando  
Evora, Bolivia,  
Chamoise Velour,  
Chamoise Cord,  
Silvertip,  
Peach Bloom

### FUR COLLARS OF

Australian Opposum  
Taupe Nutria,  
Natural Mole,  
Siberian Squirrel  
Buttons, stitching and  
embroidery are used as  
trimmings.

### COLORS

Nanking, Sachow, Hun-  
ter Green, Taupe, Ma-  
lay, Seal, Tan, Brown,  
Mole, Bronze, Black,  
Blue, Gun Metal.

Very Latest Style Straight Line Coats, Wraps and all the New Novelty  
Effects.

## Plain and Fur Trimmed Coats and Wraps

\$35.00, \$37.50, \$39.95, \$45.00, \$49.95 Values

Appreciation Sale

**\$25.00**

### MATERIALS

Bolivia,  
Velour,  
Silvertone,  
Sealine  
Chamoisette,  
Heather Mixture  
Silk Plush

### COLORS

Tan,  
Seal,  
Brown,  
Taupe,  
Nanking  
Oxford  
Mahogany  
Black,  
Malay,  
Artillery Blue

All Other Coats at 10% to 20% Discount

Your Unrestricted Choice of  
Any Suit in the Store

**1/3 OFF**

A discount of 33 1-3% will be allowed you on any  
suit you select. None reserved. Early selection is  
advised.

The Sale of Appreciation in

## The Dress Section

Choice of Any Silk  
Dress

**20% off**

Choice of Any Cloth  
Dress

**10% off**



Choice of Any Lace or Party Dress. Also  
Any Evening or Dinner Gown

**10% Off**

Choose from Complete Stocks Tomorrow

Choice of Our Entire Stock of Fine  
Waists

**20% Off**

Every Waist in the store included.

Every Plush Coat  
In Our Large Stock

**10% Off**